DOCUMENT RESUME

ED 397 878 JC 960 476

TITLE	Community Needs Assessment, 1994. Research Paper Series, Number 2.
INSTITUTION	Riverside Community Coll. District, CA. Office of Institutional Research.
PUB DATE	Apr 94
NOTE	59p.
PUB TYPE	Reports - Research/Technical (143) -- Tests/Evaluation Instruments (160)
EDRS PRICE	MF01/PC03 Plus Postage.
DESCRIPTORS	College Outcomes Assessment; *College Planning; *Community Attitudes; Community Colleges; *Community Satisfaction; Community Surveys; *Educational Demand; Enrollment Influences; *Needs Assessment; *Participant Satisfaction; School Effectiveness; Student Educational Objectives; Telephone Surveys; Two Year Colleges
IDENTIFIERS	*Riverside Community College CA

ABSTRACT

From November 1993 to February 1994, Riverside Community College (RCC), in California, conducted telephone surveys with 993 households in the college's service area to gather information on the amount and type of demand for educational services, identify factors affecting students decisions about attending a postsecondary institution, evaluate former students' and community members' satisfaction with services, and assess community views on RCC's mission. The sample consisted of randomly selected, English speaking residents in the college's three service areas: Moreno Valley, Riverside, and Norco. An analysis of survey responses revealed the following: (1) districtwide, the total enrollment demand for 1994-97 was estimated to be 86,500, which would require RCC to maintain a growth rate of 13% per year; (2) the fields with the highest demand were business management, cited by 21.2% of the respondents, and health sciences, cited by 19%; (3) potential students were primarily concerned with the quality of instruction at the institution and the availability of their program of study; (4) overall, former students' satisfaction with RCC was high, receiving a rating of 4.24 out of 5; (5) respondents rated transfer education as the most important function of RCC; and (6) differences among the three campus service areas were found in enrollment demand, importance of location of institution, and reasons for pursuing postsecondary education. Contains survey results for the district and each of the three service areas. The survey instrument is appended. (TGI)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED 397 878

1994 Community Needs Assessment
Riverside Community College District

Riverside Community College
Office of Institutional Research
Research Paper Series, #2
April 1994

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☒ This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

PERMISSION TO REPRODUCE AND DISSEMINATE THIS MATERIAL HAS BEEN GRANTED BY

R.D. Axelson

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

JC 960 476

BEST COPY AVAILABLE

TABLE OF CONTENTS

I. Summary 1

II. Methodology 7

III. Results

A. All District Respondents 8

B. Riverside City Respondents 18

C. Norco / Corona City Respondents 26

D. Moreno Valley City Respondents 34

IV. Appendix:

Text of the Community Needs Assessment Survey 42

Summary of the
Riverside Community College
Community Educational Needs Survey Results
April 4, 1994

Background

A stratified random survey of area households[1] was conducted via telephone for the following purposes:

A) estimate the amount and type of demand for educational services in RCC's campus catchment areas;

B) identify important factors in student decisions about attending a postsecondary institution;

C) evaluate former student's and community member's satisfaction with RCC's services; and

D) assess community views on the mission of RCC.

Interviewing continued until over 250 completed interviews were obtained for each campus service area. Approximately one-third of the respondents contacted completed the survey. A total of 993 completed interviews were obtained.

I. District Level Results

(A) Enrollment Demand. Table 1 shows actual and projected RCC participation rates by ZIP codes. Participation rates are the number of RCC students per 1000 adults in the area population. For example, in Fall 1992 there were 634 RCC students and 11,954 adults in ZIP code 92501. Thus, the participation rate for the area is:

$$(634 / 11{,}954) * 1000 = 53.04$$

For the period from 1994-1997, ZIP code area participation rates were estimated based on survey responses. The last two columns in Table 1 show the annualized rates for: 1) those who are committed to attending RCC; and 2) those who are planning to attending college and are considering RCC as one of their choices. In general, the participation rates of those committed to attending RCC exceed current participation rates. The greatest differences between actual and estimated participation rates are in the Moreno Valley service area, where estimated demand greatly exceeds current service levels.

To estimate the number of students likely to attend from a service area, the participation

---

[1] A "stratified" random sample means that the sample was random within levels of another variable. RCC's sample was stratified by campus service area. That is, we randomly selected about 300 households within each campus service area.

rate is multiplied by the projected area population. If only the participation rates of those committed to attending RCC are used, the estimated overall enrollment demand for RCC in Fall '94 is 29,000 students. For the time period covered by the survey, 1994-1997, total enrollment demand for this period is estimated to be about 86,500. To meet this level of demand RCC would need to expand capacity approximately 13% per year over the next three years. In addition, RCC is being considered by 79.2% of the students who plan to attend during the next three years but have not yet decided upon the institution. If half of these students select RCC, demand for 1994-1997 would increase by another 18,700 to 105,200-- 77% above current service levels. This would require an annual growth rate of approximately 21% over the next three years.

For those who have decided upon a major (70.8% of the respondents planning to attend) the fields with highest demand were: business/management (21.2%), health sciences (19.0%), engineering/technology (10.3%), public services (including law enforcement and law 9.3%), and social sciences (9.3%).

Overwhelmingly, respondents reported that they would prefer taking courses on-campus, 93.7%. However, sizeable portions are also willing to take courses: off-campus 60.1%, via telecourses 46.4%, or on cassette tapes 37.7%. Similarly, although most respondents prefer taking daytime courses 67.1%, most are willing to attend nights or weekends (65.8%).

(B) Decisions about Higher Education. Students planning to attend a postsecondary institution in the next three years were asked to rate the importance of various factors influencing their selection of a particular institution. On a scale from 1 to 5, with 5 being the highest, respondents' importance ratings for programs of study (mean=4.65 median=5) and quality of instruction (mean=4.70, median=5) were significantly[2] higher than for other factors. In decreasing order of importance, the ratings for the other factors were: affordability (mean=4.45, median=5), location of institution (mean=4.11, median=4.5), availability of financial aid (mean=3.91, median=4), prestige of institution (mean=3.44, median=4), and availability of on-campus child care services (mean= 2.62, median=4).

The vast majority, 75.5%, cited employment/career advancement as their primary reason for attending college. Others reported their primary reason for attending as: "personal enrichment" 15.3%, "to maintain a certificate or license" 6.3%, "improve basic skills/obtain a GED" 1.2%, or "personal" 1.6%.

(C) Former Student and Community Satisfaction with RCC. Former RCC students were asked to rate, on a scale from 1 to 5, with 5 being the highest, their satisfaction with their experience RCC. Overall satisfaction was very high, mean=4.24, median=4.0. With respect to specific areas and services, quality of instruction rated the highest (mean=4.17, median=4.0). "Counseling" (mean=3.48 median=4) and "fees" (mean=3.71, median=4)

---

[2] Throughout this report, "significance" refers to statistical significance. In this context, "statistical significance" means that observed differences in the sample that are "large enough" to indicate that differences exist in the population under study. The significance level used in the analysis is .05.

received the lowest marks but were still at levels indicating general satisfaction with these areas.

To assess RCC's community reputation, all respondents were asked "How would you describe your general impression of RCC?" 68.5% reported a favorable or very favorable impression, 29.5% had no opinion, and 1.9% expressed an unfavorable or very unfavorable impression. Respondents expressing an opinion were asked the basis for their impression . In general, favorable opinions of RCC appear to be linked to RCC's offering a wide range of quality courses and instruction at affordable prices in an appealing environment (physically and socially). The unfavorable impressions were based on crowded and/or inaccessible courses, rising fees, and some bad experiences with RCC staff and/or faculty.

(D) Community Views on the Mission of RCC. Listed below are the ratings community members assigned to the components of RCC's mission. Respondents rated transfer education as the most important function of RCC. General education for an AA degree and vocational education rated significantly higher than basic skills and developmental education but was significantly lower than transfer education.

	Importance Rating	
Component	Mean	Median
General education for AA degree	4.12	5
Transfer students to 4-Year institution	4.31	5
Vocational/Occupational education	4.22	5
Basic skills/developmental education	3.70	4

II. Differences Among Campus Service Areas

(A) Enrollment Demand. The Moreno Valley area has a significantly higher percentage of households with one or more members planning to attend college in the next three years than the other service areas (Moreno Valley 68%, Riverside 56%, and Norco 60%). In addition, Moreno Valley has a significantly higher percentage of future students planning to attend RCC than the other campuses (Moreno Valley 73.4%, Norco 62%, and Riverside 63%). The breakdown of future student's institutional preferences are shown below.

	Campus Service Areas		
Institutional Preference	Moreno Valley	Norco	Riverside
RCC	73.4%	62.2%	63.3%
UCR	9.6%	5.4%	18.4%
Other	17.0%	32.4%	18.4%

With respect to the preferred time of day for attending courses, there was only one significant difference among campus service areas. Future students in the Riverside area were more willing to take night classes than in the other service areas. Approximately 71% of respondents in the Riverside area would take night classes as opposed to 57% in the Moreno Valley and Norco service areas.

(B) Decisions about Higher Education. The only decision factor which significantly differed in importance by service area was the location of the institution. For Moreno Valley and Norco area respondents, location was more important (rated 4.19 on a scale of 5) than to Riverside area respondents (3.88).

Additionally, the reasons for pursuing postsecondary education vary significantly by service area. The Riverside area contained a much higher percentage (83%) of students who will be attending to improve career and employment opportunities. The percentages for Moreno Valley and Norco were 71% and 72%, respectively. Both Moreno Valley (20%) and Norco (21%) will have substantial populations attending for "personal enrichment".

(C) Former Student and Community Satisfaction with RCC. There was little variation in satisfaction among former students by service area. The only significant difference detected was in satisfaction with the range of course offerings. Moreno Valley (3.89 on a scale of 5) and Norco (3.72) area former students were less satisfied with the range of course offerings than the Riverside (4.12) area former students.

Community impressions of RCC varied by service area. RCC received the highest ratings from Riverside where 76% reported a favorable or very favorable impression of RCC. Favorable ratings accounted for 68.7% of the Moreno Valley responses and 63.4% of the Norco responses. 22.3% of the Riverside respondents had no general impression, compared to 29.8% in Moreno Valley and 34.3% in Norco. Unfavorable or very unfavorable ratings constituted only 1.6% of the responses in Riverside and Moreno Valley and 2.3% of the Norco responses.

(D) Community Views on the Mission of RCC.

No significant differences were detected in community views on the mission of RCC.

Conclusion

Over the next few years, RCC will experience large increases in the demand for educational services. Much of the demand is for majors in business/management, health occupations, engineering/technology, public services, and social sciences. In selecting

institutions for pursuing these majors, students are primarily concerned about:

1) the quality of instruction at the institution, and
2) the availability of their desired program of study.

Affordability is also an important, albeit secondary, consideration. With respect to quality instruction, RCC is an excellent position to attract and satisfy educational demand. RCC's high favorability ratings, reputation for quality instruction, and high satisfaction of former students with instructional quality, contribute to the high level of demand for RCC's educational services. A potential area of concern, however, is the availability of desired programs. Although only about 2% of its service population rated RCC unfavorably, most of the criticism was based on crowded or unavailable courses. Therefore, developments in this area should continue to be monitored.

Table 1. Riverside Community College District
Actual and Estimated Participation Rates

				Participation Rates Per 1000 Adults		
Campus		RCC	Adult	Actual	Survey Estimates	
Serv. Area	Zip Code	Students	Pop	Fall '92	RCC Com.	RCC Pot'l
Riverside	92501	634	11954	53.04	57.81	18.99
Riverside	92503	1913	33821	56.56	59.38	19.51
Riverside	92504	1657	27626	59.98	60.65	19.92
Riverside	92506	1736	23129	75.06	71.50	23.49
Riverside	92507	1370	30696	44.63	69.72	22.90
Riverside	92508	418	8749	47.77	56.39	18.52
Riverside	92509	1366	32228	42.39	43.97	14.44
Area Particip Rate =				54.07	59.98	19.70
Moreno Val	92553	2410	44852	53.73	79.51	41.76
Moreno Val	92555	303	6349	47.73	59.31	31.19
Moreno Val	92557	1344	24731	54.35	59.65	31.39
Moreno Val	92570	573	20052	28.58	48.84	25.68
Moreno Val	92571	248	7862	31.54	64.31	33.82
Area Particip Rate =				46.97	66.23	34.83
Norco/Corona	91719	1178	28029	42.03	46.83	23.56
Norco/Corona	91720	1572	36456	43.12	50.20	25.26
Norco/Corona	91752	416	10432	39.88	39.06	19.66
Norco/Corona	91760	656	17879	36.69	51.02	25.67
Norco/Corona	92505	1093	23810	45.91	33.39	16.80
Area Particip Rate =				42.15	44.93	22.61

Methodology

A community needs assessment instrument was created by selecting items from existing, previously successful assessments. With the help of various on-campus committees, particularly the External Studies Subcommittee of the Research Advisory Committee, these items were edited, reconfigured, and ultimately synthesized into a new survey instrument.

When the questionnaire content was completed, it was then converted into the Questionnaire Program Language (QPL) so it could be loaded onto computers in the Institutional Research office. QPL allowed interviewers to administer the survey from adjacent telephones in the Research Office by 1) supplying the interviewer with the questions in a preprogrammed sequence, 2) recording responses as they are given, and 3) advancing interviewers to the next appropriate question, especially when probe and open-ended questions were asked. The interviews were conducted during evenings, Monday thru Thursday, and in the late morning and early afternoon on Saturdays, over the months of November 1993 to February 1994.

Various random sampling techniques were employed in the early stages of the survey, and it was decided that randomly selecting listed telephone numbers was the most efficient procedure for sample collection. Samples of approximately 250 respondents for each of the three service areas (Riverside, Moreno Valley, and Corona/Norco) were collected and determined to be large enough to provide adequate service area comparisons.

Since our methodological priority was to interview prospective students, an early interview question asked whether anyone in the household was planning to attend college in the coming three years. If that was the case, then interviewers were instructed to ask to speak with that person. If speaking to that person was not possible, the interview was conducted on the person who answered the phone, who, for our purposes was designated as the household representative. Respondents who who were willing but unable to participate in the survey when they were called, were called later at pre-arranged times to complete the interview.

The survey was only administered to English speaking households. Since the unit of analysis was households, businesses were also excluded from participation. Overall, the response rate for households completing this survey was approximately 33%.

ALL DISTRICT RESPONDENTS

COMMUNITY NEEDS ASSESSMENT RESULTS
FOR ALL DISTRICT RESPONDENTS

Is anyone in your household planning to attend a college, university, or vocational training school in the next 3 years?

60.7% Yes

(Moreno Valley respondents answered this way significantly more than other cities.)

Are **you** (specifically) planning to attend a college, university, or vocational training school in the next three years?

49.2% Yes

(Moreno Valley respondents answered this way significantly more than other cities.)

Have you decided which school you will be attending?

71.2% Yes

What school will you be attending?

63.7% RCC

(Moreno Valley respondents answered this way significantly more than other cities.)

10.7% UCR

(Riverside respondents answered this way significantly more than other cities.)

4.0% CSUSB
7.9% OTHER 2 YR. PRIVATE
4.6% OTHER 2 YR. PUBLIC
2.4% OTHER 4 YR. PRIVATE
5.2% OTHER 4 YR. PUBLIC

(Norco/Corona respondents answered this way significantly more than other cities.)

1.5% OUT OF STATE

For students **not** committed to a college: is Riverside Community College one of the schools you are considering attending?

79.2% Yes

What other schools are you considering attending?

5.8% RCC
15.1% UCR
1.2% CSUSB
18.6% OTHER 2 YR. PRIVATE
22.1% OTHER 2 YR. PUBLIC
8.1% OTHER 4 YR. PRIVATE
19.8% OTHER 4 YR. PUBLIC
9.3% OUT OF STATE

Students planning to attend college in the coming three years were asked:
On a scale of 1 to 5, with 5 being the highest, please rate the importance of the following factors in choosing a college, university, or vocational school:

location
mean=4.11, median=4.5
(Moreno Valley and Norco Corona respondents answered this way significantly more than other cities.)

prestige of institution
mean=3.44, median=4

programs of study
mean=4.65, median=5

affordability
mean=4.45, median=5

quality of instruction
mean=4.70, median=5

availability of financial aid
mean=3.91, median=4

availability of on-campus child care services
mean=2.62, median=4

Would you prefer to take courses *(check all that apply)*

93.7% on-campus...
60.1% off-campus...
46.4% through television telecourses...
37.7% on cassette tapes?

Would you prefer to take courses during...

34.2% DAYS ONLY
18.1% DAYS/NIGHTS/WEEKENDS
17.2% NIGHTS ONLY
13.9% NIGHTS/WEEKENDS
12.2% DAYS/NIGHTS
2.6% DAYS/WEEKENDS
1.7% WEEKENDS ONLY

Which is your primary reason for attending college?

75.5% to improve employment and career opportunities
(Riverside respondents answered this way significantly more than other cities.)
15.3% for personal enrichment
(Moreno Valley and Norco/Corona respondents answered this way significantly more than other cities.)
6.3% to maintain a certificate or license
0.2% improve reading, writing or math skills
1.0% to obtain a GED - high school equivalency degree
1.6% personal reasons

Have you decided what your major will be?

70.8% Yes
(Riverside respondents answered this way significantly more than other cities.)

What will be your major course of study?
(These majors were coded into Taxonomy of Program (TOP) codes so that trends in student majors could be more easily identified.)

2.5% Biological Sciences
21.2% Business / Management
1.9% Communications
4.0% Computer Information Systems
5.3% Physical Education / Education
10.3% Engineering / Technology
5.3% Fine / Applied Arts
0.9% Foreign Languages
19.0% Health Occupations
1.9% Consumer Education / Child Development
1.6% Humanities
0.6% Mathematics
3.1% Physical Science
5.3% Psychology
9.3% Public Services (incl. law enforcement and law)
9.3% Social Sciences

0.3% Commercial Services
1.9% Interdisciplinary / Liberal Studies

On a scale of 1 to 5, 5 being most important, how important are the following factors in choosing a major?

interest in subject matter...
mean=4.69, median=5.0

availability of jobs in this field...
mean=4.37, median=5.0

the average salary for jobs in this field...
mean=4.10, median=4.0

Have you decided upon the occupation you would like after you've completed your studies?
69.9% Yes

What type of occupation will you be pursuing?
(These occupations were coded into Taxonomy of Program (TOP) codes so that trends in desired occupations could be more easily identified.)

1.6% Biological Sciences
21.0% Business / Management
1.0% Communications
1.2% Computer Information Systems
14.3% Physical Education / Education
9.2% Engineering / Technology
4.5% Fine / Applied Arts
21.0% Health Occupations
1.3% Consumer Education / Child Development
0.3% Humanities
0.3% Library
0.3% Mathematics
1.3% Physical Science
3.2% Psychology
16.2% Public Services (incl. law enforcement and law)
0.3% Social Sciences
1.0% Commercial Services

(Students who decided their major **and** occupation were found to have a major-occupation agreement rate of 51.2%. This indicates that little more than half the students who decided their major had also decided upon occupations that were similarly TOP-coded.)

Have you ever attended Riverside Community College?

38.5% Yes

(Riverside respondents answered this way significantly more than other cities.)

Of students who attended RCC, they were asked the following question: On a scale of 1 to 5, with 5 being the highest, please rate your satisfaction with the following Riverside Community College services.

Registration Procedures...

mean=3.85, median=4.0

Fees...

mean=3.71, median=4.0

Quality of Instruction...

mean=4.17, median=4.0

Counseling...

mean=3.48, median=4.0

Range of Course Offerings...

mean=3.93, median=4.0

(Riverside respondents scored this choice significantly higher than other cities.)

Overall Satisfaction with RCC

mean=4.24, median=4.0

Would you attend college if evening or weekend classes were offered?

67.6% Yes

(Norco/Corona respondents answered this way significantly more than other cities.)

What is the highest education level you have attained?

12.6% did not receive high school diploma
20.3% high school diploma or equivalent degree
31.2% some college, but no degree
11.8% vocational certificate or AA college degree
15.0% BA/BS university degree
9.0% Graduate school or higher

Respondents who did not possess an AA degree (or higher), were asked to agree or disagree with the following statements.

Someday, I would like to start a new career.
32.4% Agree

Someday, I would like to go to college.
47.2% Agree

Riverside Community College is trying to accomplish a variety of different objectives. On a scale from 1 to 5, with 1 being "not important" and 5 being "very important", please rate each of the following objectives :

general education to receive an AA degree...
mean=4.12, median=5.0

transfer students to 4-year university...
mean=4.31, median=5.0

vocational or occupational education...
mean=4.22, median=5.0

remedial, developmental, or basic skills education...
mean=3.70, median=4.0

How would you describe your general impression of Riverside Community College?

25.4% very favorable
43.1% favorable
(Riverside respondents answered the above two choices significantly more than other cities.)
29.5% neutral, no opinion
1.8% unfavorable
0.1% very unfavorable

For respondents who characterized their impression of RCC as **positive**, these are some of the aspects that led them to this impression:

- ACCESSIBILITY, GED PROGRAMS, SOME HIGH CALIBER CLASS
- ACTIVITIES, NICE COLLEGE
- EASY ENROLLMENT
- AFFORDABILITY, OPPORTUNITY TO EVERYONE
- ALL
- ATTENDED HERE AND LOVED IT
- AVAILABLE CLASSES, LOCATION, SATELLITE CAMPUSES
- CAMPUS HAS GOOD REP.
- CLASSES OFFERED, INSTRUCTORS GOOD, COUNSELORS

- COMMENTS FROM OTHERS WHO HAVE ATTENDED
- COURSES OFFERED, STAFF, STUDENT ACTIVITIES
- ENJOYED COLLEGE, EXCELLENT CLASSES,
- FACILITIES, LABS, TUTORING, TEACHERS, FREEDOM
- FRIENDLINESS , CLEAN CAMPUS, GOOD FACILITIES
- FRIENDS SPEAK WELL OF IT
- GENERAL FEEL OF CAMPUS IS GREAT, STAFF IS GREAT
- GENERAL OVERALL COURSES AND TEACHERS
- GOOD INSTRUCTORS AND RANGE OF COURSE OFFERINGS
- HEARSAY FROM FRIENDS THAT RCC IS GOOD
- INSTRUCTORS ARE NICE, GOOD LOCATIONS GOOD CURRICULA
- LIKED RCC BETTER THAN OTHER JR. COLLEGE ATTENDED
- NICE CAMPUS GOOD QUALITY OF INSTRUCTION
- OFFER FASCINATING COURSES
- PAST EXPERIENCE
- PEOPLE AND EXPERIENCE WITH PEOPLE FROM CAMPUS
- PROVIDES SERVICES TO THE COMMUNITY
- QUALITY OF CLASSES
- READING ABOUT IT THROUGH CATALOGS
- REPUTATION; TOOK CLASS VERY IMPRESSED
- SEEN PLAYS AND CONCERTS
- TALKING TO PEOPLE THAT ATTEND HERE
- TEACHERS WORK WITH STUDENTS
- THE COUNSELING AND COURSE OFFERING
- VARIETY OF CLASSES, PRESTIGE IN COMM., QUAL. OF EDUC.
- WIDE RANGE OF COURSES OFFERED

For respondents who characterized their impression of RCC as **negative**, these are some of the aspects that led them to this impression:

- ADMINISTRATION LACK OF NIGHT STUDENT ATTENTION
- AVAILABILITY OF CLASSES
- BUDGET CUTS
- CLASS NOT OFFERED
- CROWDED HARD TO GET IN
- DOESN'T OFFER COURSES NEEDED
- DON'T OFFER REAL-ESTATE COURSES
- FEES HIGHER AND LOWER QUALITY EDUCATION FOR BUCK
- JUST FROM HEARSAY, RUMORS
- LIBERAL BIAS & UNBALANCED PROGRAMS OF STUDY
- NEWSPAPER ARTICLES, CULTURAL STUDIES NOT IMPORTANT
- NOT ABLE TO GET IN MANY CLASSES AS A BEGINNER
- POOR TEACHERS
- PRICES ARE TO HIGH FOR BEING A JUNIOR COLLEGE
- REGISTRATION-HARD FOR NEW STUDENTS TO GET CLASSES
- SISTER COULDN'T GET CLASSES WANTED AT NORCO CAMPUS

- STAFF HAS ATTITUDES,
- WORKS HERE
- EXPERIENCE VERY BAD, SO WENT TO VALLEY INSTEAD

Now I'd like to ask you some questions about yourself.
What age group do you fall into?

19.1% 18-21
7.4% 22-25
21.0% 26-34
30.8% 35-49
21.7% 50 and over

Respondent's sex

42.2% Male?
57.8% Female?

Which ethnicity describes you?

Household proportion		Avg Size	# of Houses	Individual Pop. Estimate
2.6%	American Indian	3.83	25	3.0%
3.1%	Asian-American	3.76	30	3.5%
7.6%	Black	3.42	74	7.8%
66.6%	White	3.21	634	62.9%
13.3%	Hispanic	4.13	126	16.1%
1.3%	Filipino	3.76	13	1.5%
0.3%	Pacific Islander	4.67	3	0.4%
5.1%	Other	3.15	47	4.6%

Respondent's marital status

31.9% Single, never married
51.2% Married
10.3% Divorced
6.6% Other

What is your current employment status?

13.3% working less than 20 hours per week
22.1% working between 20 and 40 hours per week
32.4% working over 40 hours per week
32.3% not currently employed

What is your annual household income?

16.9% Under $15,000
18.3% Between $15,000 and $30,000
28.5% Between $30,000 and $50,000
23.9% Between $50,000 and $75,000
12.4% Over $75,000

Including yourself, how many people live in your household?

mean=3.40, median=3.0

Including yourself, how many people in your household currently attend RCC?

mean=0.23, median=0.0

Including yourself, how many people in your household are planning to attend RCC within the next three years?

mean=0.64, median=0.0

RIVERSIDE SERVICE AREA RESPONDENTS

COMMUNITY NEEDS ASSESSMENT RESULTS
FOR RIVERSIDE CITY RESPONDENTS

Is anyone in your household planning to attend a college, university, or vocational training school in the next 3 years?
56.4% Yes

Are you (specifically) planning to attend a college, university, or vocational training school in the next three years?
48.3% Yes

Have you decided which school you will be attending?
77.9% Yes

What school will you be attending?
63.3% RCC
18.4% UCR
4.1% CSUSB
11.2% OTHER 2 YR. PRIVATE
1.0% OTHER 4 YR PRIVATE
1.0% OTHER 4 YR. PUBLIC
1.0% OUT OF STATE

For students **not** committed to a college: is Riverside Community College one of the schools you are considering attending?
73.3% Yes

What other schools are you considering attending?
10.5% UCR
5.3% CSUSB
26.3% OTHER 2 YR. PRIVATE
26.3% OTHER 2 YR. PUBLIC
5.3% OTHER 4 YR. PRIVATE
21.1% OTHER 4 YR. PUBLIC
5.3% OUT OF STATE

Students planning to attend college in the coming three years were asked:
On a scale of 1 to 5, with 5 being the highest, please rate the importance of the following factors in choosing a college, university, or vocational school:

location
mean=3.88, median=4

prestige of institution
mean=3.49, median=4

programs of study
mean=4.57, median=5

affordability
mean=4.33, median=5

quality of instruction
mean=4.67, median=5

availability of financial aid
mean=3.91, median=4

availability of on-campus child care services
mean=2.77, median=3

Would you prefer to take courses (check all that apply)
97.2% on-campus...
55.3% off-campus...
51.1% through television telecourses...
44.2% on cassette tapes?

Would you prefer to take courses during...
25.2% DAYS ONLY
21.4% DAYS/NIGHTS/WEEKENDS
15.3% NIGHTS ONLY
16.8% NIGHTS/WEEKENDS
17.6% DAYS/NIGHTS
3.1% DAYS/WEEKENDS
0.8% WEEKENDS ONLY

Which is your primary reason for attending college?
82.8% to improve employment and career opportunities
8.3% for personal enrichment
4.8% to maintain a certificate or license
1.4% to obtain a GED - high school equivalency degree
2.8% personal reasons

Have you decided what your major will be?
80.0% Yes

What will be your major course of study?
(These majors were coded into Taxonomy of Program (TOP) codes so that trends in student majors could be more easily identified.)
4.0% Biological Sciences

21.0% Business / Management
1.0% Communications
3.0% Computer Information Systems
7.0% Physical Education / Education
9.0% Engineering / Technology
5.0% Fine / Applied Arts
20.0% Health Occupations
1.0% Consumer Education / Child Development
1.0% Humanities
1.0% Mathematics
2.0% Physical Science
4.0% Psychology
10.0% Public Services (incl. law enforcement and law)
7.0% Social Sciences
4.0% Interdisciplinary / Liberal Studies

On a scale of 1 to 5, 5 being most important, how important are the following factors in choosing a major?

interest in subject matter...
mean=4.73, median=5.0

availability of jobs in this field...
mean=4.26, median=5.0

the average salary for jobs in this field...
mean=4.00, median=4.0

Have you decided upon the occupation you would like after you've completed your studies?
73.1% Yes

What type of occupation will you be pursuing?
(These occupations were coded into Taxonomy of Program (TOP) codes so that trends in desired occupations could be more easily identified.)
2.3% Biological Sciences
15.9% Business / Management
3.4% Computer Information Systems
20.5% Physical Education / Education
8.0% Engineering / Technology
4.5% Fine / Applied Arts
25.0% Health Occupations
2.3% Consumer Education / Child Development
1.1% Library
2.3% Psychology

13.6% Public Services (incl. law enforcement and law)
1.1% Social Sciences

(Students who decided their major **and** occupation were found to have a major-occupation agreement rate of 49.5%. This indicates that slightly less than half the students who decided their major had decided also upon occupations that were similarly TOP-coded.)

Have you ever attended Riverside Community College?
48.5% Yes

Of students who attended RCC, they were asked the following question: On a scale of 1 to 5, with 5 being the highest, please rate your satisfaction with the following Riverside Community College services.

Registration Procedures...
mean=3.76, median=4.0

Fees...
mean=3.69, median=4.0

Quality of Instruction...
mean=4.17, median=4.0

Counseling...
mean=3.36, median=3.0

Range of Course Offerings...
mean=4.12, median=4.0

Overall Satisfaction with RCC
mean=4.29, median=4.0

Would you attend college if evening or weekend classes were offered?
62.3% Yes

What is the highest education level you have attained?
13.4% did not receive high school diploma
17.7% high school diploma or equivalent degree
32.8% some college, but no degree
8.4% vocational certificate or AA college degree
16.4% BA/BS university degree
11.4% Graduate school or higher

Respondents who did not possess an AA degree (or higher), and were **not** planning to attend college in the next three years were asked to agree or disagree with the following statements.

Someday, I would like to start a new career.
23.3% Agree

Someday, I would like to go to college.
38.9% Agree

Riverside Community College is trying to accomplish a variety of different objectives. On a scale from 1 to 5, with 1 being "not important" and 5 being "very important", please rate each of the following objectives :

general education to receive an AA degree...
mean=4.19, median=5.0

transfer students to 4-year university...
mean=4.39, median=5.0

vocational or occupational education...
mean=4.16, median=5.0

remedial, developmental, or basic skills education...
mean=3.68, median=4.0

How would you describe your general impression of Riverside Community College?

31.0% very favorable
45.0% favorable
22.3% neutral, no opinion
1.3% unfavorable
0.3% very unfavorable

For respondents who characterized their impression of RCC as **positive**, these are some of the aspects that led them to this impression:

- ADMISSION WAS GREAT, STAFF HELPFUL
- CLASS OFFERINGS AND QUALITY
- EVENTS ON CAMPUS
- GETTING INFO EVERY SEMESTER
- JUST KNOWING PEOPLE THAT TAUGHT THERE, ATTENDED
- LIKES CAMPUS, SWIMMING LESSONS
- MORE EASY TO GET SCHOOLING HERE
- NIGHT CLASSES QUALITY OF INSTRUCTION REALISTIC
- PEOPLE ON CAMPUS / ONE ON ONE FEELING IS VERY GOOD
- QUALITY OF CLASSES

- REPUTATION OF NURSING PROGRAM
- THE CAMPUS IS WELL KEPT
- VISITING CAMPUS PUBLICITY
- WATCHING SCHOOL OVER YEARS, PERSONAL KNOWLEDGE
- WORD OF MOUTH, STUFF READ ABOUT RCC

For respondents who characterized their impression of RCC as **negative**, these are some of the aspects that led them to this impression:

- AVAILABILITY OF CLASSES
- BUDGET CUTS
- CROWDED, HARD TO GET IN
- DOESN'T OFFER COURSES NEEDED
- EXPERIENCE VERY BAD, SO WENT TO VALLEY INSTEAD

Now I'd like to ask you some questions about yourself.
What age group do you fall into?

24.2% 18-21
6.4% 22-25
15.5% 26-34
27.6% 35-49
26.3% 50 and over

Respondent's sex

43.7% Male?
56.3% Female?

Which ethnicity describes you?

6.8% American Indian
3.7% Asian-American
6.1% Black
68.6% White
10.1% Hispanic
0.3% Filipino
0.7% Pacific Islander
3.7% Other

Respondent's marital status

35.7% Single, never married
44.8% Married
11.4% Divorced
8.1% Other

What is your current employment status?

20.1% working less than 20 hours per week
25.5% working between 20 and 40 hours per week
26.2% working over 40 hours per week
28.2% not currently employed

What is your annual household income?

28.2% Under $15,000
17.2% Between $15,000 and $30,000
27.1% Between $30,000 and $50,000
16.0% Between $50,000 and $75,000
11.5% Over $75,000

Including yourself, how many people live in your household?

mean=3.29, median=3.0

Including yourself, how many people in your household currently attend RCC?

mean=0.17, median=0.0

Including yourself, how many people in your household are planning to attend RCC within the next three years?

mean=0.52, median=0.0

NORCO / CORONA SERVICE AREA RESPONDENTS

COMMUNITY NEEDS ASSESSMENT RESULTS
FOR NORCO / CORONA CITY RESPONDENTS

Is anyone in your household planning to attend a college, university, or vocational training school in the next 3 years?

59.8% Yes

Are **you** (specifically) planning to attend a college, university, or vocational training school in the next three years?

45.1% Yes

Have you decided which school you will be attending?

72.9% Yes

What school will you be attending?

62.2% RCC
5.4% UCR
1.8% CSUSB
9.0% OTHER 2 YR. PRIVATE
5.4% OTHER 2 YR. PUBLIC
2.7% OTHER 4.YR PRIVATE
11.7% OTHER 4 YR. PUBLIC
1.8% OUT OF STATE

For students **not** committed to a college: is Riverside Community College one of the schools you are considering attending?

84.2% Yes

What other schools are you considering attending?

8.0% RCC
4.0% UCR
12.0% OTHER 2 YR. PRIVATE
28.0% OTHER 2 YR. PUBLIC
4.0% OTHER 4 YR. PRIVATE
32.0% OTHER 4 YR. PUBLIC
12.0% OUT OF STATE

Students planning to attend college in the coming three years were asked: On a scale of 1 to 5, with 5 being the highest, please rate the importance of the following factors in choosing a college, university, or vocational school:

location
mean=4.19, median=5

prestige of institution
mean=3.35, median=4

programs of study
mean=4.71, median=5

affordability
mean=4.52, median=5

quality of instruction
mean=4.70, median=5

availability of financial aid
mean=3.83, median=4

availability of on-campus child care services
mean=2.50, median=2

Would you prefer to take courses (check all that apply)
90.7% on-campus...
61.6% off-campus...
42.7% through television telecourses...
35.3% on cassette tapes?

Would you prefer to take courses during...
38.5% DAYS ONLY
19.6% DAYS/NIGHTS/WEEKENDS
17.5% NIGHTS ONLY
9.8% NIGHTS/WEEKENDS
9.8% DAYS/NIGHTS
3.5% DAYS/WEEKENDS
1.4% WEEKENDS ONLY

Which is your primary reason for attending college?
71.6% to improve employment and career opportunities
20.6% for personal enrichment
3.9% to maintain a certificate or license
1.9% to obtain a GED - high school equivalency
1.3% personal reasons
0.6% to improve reading, writing and math skills

Have you decided what your major will be?
66.5% Yes

What will be your major course of study?

(These majors were coded into Taxonomy of Program (TOP) codes
so that trends in student majors could be more easily identified.)

3.9% Biological Sciences
18.6% Business / Management
1.0% Communications
4.9% Computer Information Systems
4.9% Physical Education / Education
12.7% Engineering / Technology
2.9% Fine / Applied Arts
2.0% Foreign Language
17.6% Health Occupations
2.9% Consumer Education / Child Development
2.0% Humanities
4.9% Physical Science
6.9% Psychology
7.8% Public Services (incl. law enforcement and law)
4.9% Social Sciences
1.0% Interdisciplinary / Liberal Arts

On a scale of 1 to 5, 5 being most important, how important are the following factors in choosing a major?

interest in subject matter...
mean=4.67, median=5.0

availability of jobs in this field...
mean=4.43, median=5.0

the average salary for jobs in this field...
mean=4.18, median=4.0

Have you decided upon the occupation you would like after you've completed your studies?

69.7% Yes

What type of occupation will you be pursuing?
(These occupations were coded into Taxonomy of Program (TOP) codes
so that trends in desired occupations could be more easily identified.)

2.8% Biological Sciences
24.5% Business / Management
0.9% Computer Information Systems
10.4% Physical Education / Education
9.4% Engineering / Technology
5.7% Fine / Applied Arts
18.9% Health Occupations

1.9% Consumer Education / Child Development
0.9% Mathematics
2.8% Physical Science
3.8% Psychology
16.0% Public Services (incl. law enforcement and law)
1.9% Commercial Services

(Students who decided their major **and** occupation were found to have a major-occupation agreement rate of 46.7%. This indicates that slightly less than half the students who decided their major had also decided upon occupations that were similarly TOP-coded.)

Have you ever attended Riverside Community College?
34.0% Yes

Of students who attended RCC, they were asked the following question:
On a scale of 1 to 5, with 5 being the highest, please rate your satisfaction with the following Riverside Community College services.

Registration Procedures...
mean=3.84, median=4.0

Fees...
mean=3.82, median=4.0

Quality of Instruction...
mean=4.12, median=4.0

Counseling...
mean=3.44, median=3.0

Range of Course Offerings...
mean=3.72, median=4.0

Overall Satisfaction with RCC.
mean=4.15, median=4.0

Would you attend college if evening or weekend classes were offered?
72.1% Yes

What is the highest education level you have attained?

11.0% did not receive high school diploma
18.3% high school diploma or equivalent degree
32.0% some college, but no degree
15.7% vocational certificate or AA college degree
15.1% BA/BS university degree
7.8% Graduate school or higher

Respondents who did not possess an AA degree (or higher), and were not planning to attend college in the next three years were asked to agree or disagree with the following statements.

Someday, I would like to start a new career.
30.8% Agree

Someday, I would like to go to college.
50.6% Agree

Riverside Community College is trying to accomplish a variety of different objectives. On a scale from 1 to 5, with 1 being "not important" and 5 being "very important", please rate each of the following objectives :

general education to receive an AA degree...
mean=4.05, median=5.0

transfer students to 4-year university...
mean=4.24, median=5.0

vocational or occupational education...
mean=4.16, median=5.0

remedial, developmental, or basic skills education...
mean=3.59, median=4.0

How would you describe your general impression of Riverside Community College?

19.8% very favorable
43.6% favorable
34.3% neutral, no opinion
2.3% unfavorable

For respondents who characterized their impression of RCC as positive, these are some of the aspects that led them to this impression:

- ACCESSIBILITY TO DISABLED STUDENTS
- CAMPUS APPEARANCE, PROGRAMS AT THEATER, JAZZ BAND
- CLASSES ARE SMALL ENOUGH TO HAVE PERSONAL TIME W/IN

- GOOD INSTRUCTORS AND RANGE OF COURSE OFFERINGS
- HEARD GREAT THINGS ABOUT NURSING PROGRAM
- LIBRARY FEATURES
- LIKE THE TRANSFERRING PROGRAM
- NICE CAMPUS, SERVICES OFFERED
- QUALITY OF INSTRUCTION
- REPUTATION TOOK CLASS VERY IMPRESSED
- TALKING WITH STUDENTS NORCO CAMPUS LOCATION
- TEACHERS CARED ABOUT STUDENTS STILL KEEPS IN TOUCH
- VARIETY OF CLASSES, PRESTIGE IN COMM., QUALITY OF EDUC.
- WONDERFUL TEACHERS, OUTSTANDING CURRICULUM
- WORKED WITH NURSES FROM NURSING PROGRAM

For respondents who characterized their impression of RCC as **negative**, these are some of the aspects that led them to this impression:

- CLASS NOT OFFERED
- FEES HIGHER AND LOWER QUALITY EDUCATION FOR BUCK
- LIBERAL BIAS & UNBALANCED PROGRAMS OF STUDY
- NEWSPAPER ARTICLES, CULTURAL STUDIES NOT IMPORTANT
- POOR TEACHERS
- REGISTRATION-HARD FOR NEW STUDENTS TO GET CLASSES
- SISTER COULDN'T GET CLASSES WANTED AT NORCO CAMPUS

Now I'd like to ask you some questions about yourself.
What age group do you fall into?

16.8% 18-21
8.8% 22-25
23.5% 26-34
30.3% 35-49
20.6% 50 and over

Respondent's sex

42.2% Male?
57.8% Female?

Which ethnicity describes you?

0.3% American Indian
3.0% Asian-American
1.5% Black
68.3% White
18.6% Hispanic
2.1% Filipino
0.3% Pacific Islander
5.9% Other

Respondent's marital status

30.6% Single, never married
52.4% Married
10.0% Divorced
7.1% Other

What is your current employment status?

11.7% working less than 20 hours per week
21.7% working between 20 and 40 hours per week
34.6% working over 40 hours per week
32.0% not currently employed

What is your annual household income?

13.4% Under $15,000
19.8% Between $15,000 and $30,000
26.9% Between $30,000 and $50,000
25.4% Between $50,000 and $75,000
14.5% Over $75,000

Including yourself, how many people live in your household?

mean=3.46, median=3.0

Including yourself, how many people in your household currently attend RCC?

mean=0.32, median=0.0

Including yourself, how many people in your household are planning to attend RCC within the next three years?

mean=0.67, median=1.0

MORENO VALLEY SERVICE AREA RESPONDENTS

COMMUNITY NEEDS ASSESSMENT RESULTS
FOR MORENO VALLEY CITY RESPONDENTS

Is anyone in your household planning to attend a college, university, or vocational training school in the next 3 years?

68.0% Yes

Are **you** (specifically) planning to attend a college, university, or vocational training school in the next three years?

57.5% Yes

Have you decided which school you will be attending?

66.2% Yes

What school will you be attending?

73.4% RCC
9.6% UCR
4.3% CSUSB
3.2% OTHER 2 YR. PRIVATE
2.1% OTHER 2 YR. PUBLIC
3.2% OTHER 4 YR PRIVATE
2.1% OTHER 4 YR. PUBLIC
2.1% OTHER OUT OF STATE

For students **not** committed to a college: is Riverside Community College one of the schools you are considering attending?

75.6% Yes

What other schools are you considering attending?

3.3% RCC
26.7% UCR
23.3% OTHER 2 YR. PRIVATE
6.7% OTHER 2 YR. PUBLIC
16.7% OTHER 4 YR. PRIVATE
13.3% OTHER 4 YR. PUBLIC
10.0% OUT OF STATE

Students planning to attend college in the coming three years were asked:
On a scale of 1 to 5, with 5 being the highest, please rate the importance of the following factors in choosing a college, university, or vocational school:

location
mean=4.19, median=5

prestige of institution
mean=3.52, median=4

programs of study
mean=4.65, median=5

affordability
mean=4.49, median=5

quality of instruction
mean=4.72, median=5

availability of financial aid
mean=3.94, median=4

availability of on-campus child care services
mean=2.70, median=3

Would you prefer to take courses (check all that apply)
94.2% on-campus...
59.7% off-campus...
45.9% through television telecourses...
32.8% on cassette tapes?

Would you prefer to take courses during...
38.3% DAYS ONLY
19.9% NIGHTS ONLY
16.3% DAYS/NIGHTS/WEEKENDS
11.3% NIGHTS/WEEKENDS
9.9% DAYS/NIGHTS
2.8% WEEKENDS ONLY
1.4% DAYS/WEEKENDS

Which is your primary reason for attending college?
71.0% to improve employment and career opportunities
20.0% for personal enrichment
7.6% to maintain a certificate or license
1.4% personal reasons

Have you decided what your major will be?
70.3% Yes

What will be your major course of study?
(These majors were coded into Taxonomy of Program (TOP) codes
so that trends in student majors could be more easily identified.)

24.2% Business / Management
4.2% Communications
3.2% Computer Information Systems
4.2% Physical Education / Education
9.5% Engineering / Technology
7.4% Fine / Applied Arts
1.1% Foreign Language
18.9% Health Occupations
1.1% Consumer Education / Child Development
1.1% Humanities
2.1% Physical Science
6.3% Psychology
9.5% Public Services (incl. law enforcement and law)
6.3% Social Sciences
1.1% Commercial Services

On a scale of 1 to 5, 5 being most important, how important are the following factors in choosing a major?

interest in subject matter...
mean=4.66, median=5.0

availability of jobs in this field...
mean=4.36, median=5.0

the average salary for jobs in this field...
mean=4.10, median=4.0

Have you decided upon the occupation you would like after you've completed your studies?

65.5% Yes

What type of occupation will you be pursuing?
(These occupations were coded into Taxonomy of Program (TOP) codes
so that trends in desired occupations could be more easily identified.)

23.6% Business / Management
3.4% Communication
4.5% Computer Information Systems
11.2% Physical Education / Education
10.1% Engineering / Technology
4.5% Fine / Applied Arts
21.3% Health Occupations

4.5% Psychology
15.7% Public Services (incl. law enforcement and law)
1.1% Commercial Services

(Students who decided their major **and** occupation were found to have a major-occupation agreement rate of 59.4%. This indicates that more than half the students who decided their major had decided also upon occupations that were similarly TOP-coded.)

Have you ever attended Riverside Community College?
36.5% Yes

Of students who attended RCC, they were asked the following question:
On a scale of 1 to 5, with 5 being the highest, please rate your satisfaction with the following Riverside Community College services.

Registration Procedures...
mean=3.94, median=4.0

Fees...
mean=3.68, median=4.0

Quality of Instruction...
mean=4.27, median=4.0

Counseling...
mean=3.55, median=3.0

Range of Course Offerings...
mean=3.89, median=4.0

Overall Satisfaction with RCC
mean=4.26, median=4.0

Would you attend college if evening or weekend classes were offered?
69.0% Yes

What is the highest education level you have attained?
14.7% did not receive high school diploma
20.2% high school diploma or equivalent degree
30.6% some college, but no degree
11.1% vocational certificate or AA college degree
15.5% BA/BS university degree
7.9% Graduate school or higher

Respondents who did not possess an AA degree (or higher), and were **not** planning to attend college in the next three years were asked to agree or disagree with the following statements.

Someday, I would like to start a new career.
38.3% Agree

Someday, I would like to go to college.
50.9% Agree

Riverside Community College is trying to accomplish a variety of different objectives. On a scale from 1 to 5, with 1 being "not important" and 5 being "very important", please rate each of the following objectives :

general education to receive an AA degree...
mean=4.14, median=5.0

transfer students to 4-year university...
mean=4.35, median=5.0

vocational or occupational education...
mean=4.30, median=5.0

remedial, developmental, or basic skills education...
mean=3.84, median=4.0

How would you describe your general impression of Riverside Community College?
27.0% very favorable
41.7% favorable
29.8% neutral, no opinion
1.6% unfavorable

For respondents who characterized their impression of RCC as **positive**, these are some of the aspects that led them to this impression:

- ACCESSIBILITY, GED PROGRAMS, SOME HIGH CALIBER CLASSES
- CATALOG
- ENJOYED COLLEGE, EXCELLENT CLASSES,
- GENERAL FEEL OF CAMPUS IS GREAT, STAFF IS GREAT
- GOOD INSTRUCTION, FRIENDLY ATMOSPHERE
- IMPRESS WITH FEES AND CLASSES OFFERED, AND TIME
- LIKE EVENING CLASSES RELAXED ATMOSPHERE
- LOCATION, REGISTRATION GOOD, CLASS INTERESTING
- OVERALL ORGANIZATION
- PROVIDES SERVICES TO THE COMMUNITY
- TEACHERS ARE CARING AND UNDERSTANDING

- TEACHERS ARE GOOD, CHEAPER THAN OTHERS
- WIDE RANGE OF COURSES OFFERED
- WORD OF MOUTH

For respondents who characterized their impression of RCC as **negative**, these are some of the aspects that led them to this impression:

- ADMINISTRATION LACK OF NIGHT STUDENT ATTENTION, PA
- DON'T OFFER REAL-ESTATE COURSES
- NOT ABLE TO GET IN MANY CLASSES AS A BEGINNER
- STAFF HAS ATTITUDES

Now I'd like to ask you some questions about yourself.
What age group do you fall into?

18.4% 18-21
7.6% 22-25
22.8% 26-34
32.4% 35-49
18.8% 50 and over

Respondent's sex

40.9% Male?
59.1% Female?

Which ethnicity describes you?

1.2% American Indian
2.8% Asian-American
18.3% Black
60.2% White
10.6% Hispanic
1.6% Filipino
5.3% Other

Respondent's marital status

31.9% Single, never married
55.0% Married
9.6% Divorced
3.6% Other

What is your current employment status?

9.6% working less than 20 hours per week
18.5% working between 20 and 40 hours per week
34.9% working over 40 hours per week
36.9% not currently employed

What is your annual household income?

9.1% Under $15,000
17.2% Between $15,000 and $30,000
32.1% Between $30,000 and $50,000
30.1% Between $50,000 and $75,000
11.5% Over $75,000

Including yourself, how many people live in your household?

mean=3.47, median=3.0

Including yourself, how many people in your household currently attend RCC?

mean=0.21, median=0.0

Including yourself, how many people in your household are planning to attend RCC within the next three years?

mean=0.77, median=1.0

TEXT OF THE COMMUNITY

NEEDS ASSESSMENT QPL SURVEY

TEXT OF THE COMMUNITY
NEEDS ASSESSMENT QPL SURVEY

1. Please enter the telephone number now,
but do NOT press ENTER
until someone answers.

PHONE 1:1-7

|__|__|__|-|__|__|__|__|

2. Good evening, I'm calling from Riverside Community College's Research and Planning Office. We're conducting a brief telephone
survey to identify educational programs and services the community would like us to offer. Your telephone number was called at random, and the survey takes less than 5 minutes to complete. Your answers are strictly confidential and you can decline to answer any questions you wish.
Would you like to participate in this survey?

INTRO 1:8

(CHECK ONLY ONE ANSWER)

|__| 1. Yes (GO TO QUESTION 5)
|__| 2. No

3. Is there a better time when I can call you back?

BETTERTM 1:9

(CHECK ONLY ONE ANSWER)

|__| 1. Yes
|__| 2. No (GO TO QUESTION 73)

4. When should I call you back?

RESCHED 1:10-29

_____

_____

_____

SKIP TO QUESTION 73
==========

5. Is this phone number a home or a business?

HOME_BIZ 1:30

(CHECK ONLY ONE ANSWER)

|__| 1. Home
|__| 2. Business (GO TO QUESTION 72)

6. Time survey started...

STARTIME 1:31-35

|__|__|__|__|__|

7. Is anyone in your household planning to attend a college, university, or vocational training school in the next 3 years?

ATTEND 1:36

(CHECK ONLY ONE ANSWER)

|__| 1. Yes
|__| 2. No (GO TO QUESTION 38)
|__| 3. (Don't Know/Refused Answer) (GO TO QUESTION 38)

8. May I speak to that person?

MAYITALK 1:37

(CHECK ONLY ONE ANSWER)

|__| 1. Yes (if getting that person)
|__| 2. Yes (if already talking to person) (GO TO QUESTION 13)

|__| 3. No (GO TO QUESTION 12)
|__| 4. (Don't Know/Refused Answer) (GO TO QUESTION 12)

9. Good evening, I'm calling from Riverside Community College's Research and Planning Office. We're conducting a brief telephone survey to identify educational programs and services the community would like us to offer. The survey takes less than 5 minutes to complete, and your answers are strictly confidential.
Would you like to participate in this survey?

INTRO2 1:38

(CHECK ONLY ONE ANSWER)

|__| 1. Yes (GO TO QUESTION 12)
|__| 2. No

10. Is there better time when I can call you back?

BETTERT2 1:39

(CHECK ONLY ONE ANSWER)

|__| 1. Yes
|__| 2. No (GO TO QUESTION 73)

11. When can I call you back?

RESCHED2 1:40-59

_____

_____

_____

SKIP TO QUESTION 73

==========

12. Are you planning to attend a college, university, or vocational training school in the next three years?

PLANCOLL 1:60

(CHECK ONLY ONE ANSWER)

|__| 1. Yes
|__| 2. No (GO TO QUESTION 38)
|__| 3. (Don't Know/Refused Answer) (GO TO QUESTION 38)

13. Have you decided which school you will be attending?

WHICHSCH 1:61

(CHECK ONLY ONE ANSWER)

|__| 1. Yes
|__| 2. No (GO TO QUESTION 15)

14. What school will you be attending?

WHATSCHL 2:1-25

_____

_____

_____

SKIP TO QUESTION 17

==========

15. Is Riverside Community College one of the schools you are considering attending?

CONSIDRC 2:26

(CHECK ONLY ONE ANSWER)

|__| 1. Yes
|__| 2. No
|__| 3. (Don't Know / Refused Answer)

16. What other schools are you considering attending?

OTHRSCHL 2:27-51

_____

_____

_____

17. On a scale of 1 to 5, with 5 being the highest, please rate the importance of the following factors in choosing a college, university, or vocational school:
location

LOCA_IMP 2:52

|__|

LOWEST VALUE = 1

18. prestige of institution
(1=not important, 5 =very important)
(9=don't know / refused answer)

PRES_IMP 2:53

|__|

LOWEST VALUE = 1

19. programs of study
(1=not important, 5 =very important)
(9=don't know / refused answer)

PROG_IMP 2:54

|__|

LOWEST VALUE = 1

20. affordability
(1=not important, 5 =very important)
(9=don't know / refused answer)

AFFR_IMP 2:55

|__|

LOWEST VALUE = 1

21. quality of instruction
(1=not important, 5 =very important)
(9=don't know / refused answer)

QUAL_IMP 2:56

|__|

LOWEST VALUE = 1

22. availability of financial aid
(1=not important, 5 =very important)
(9=don't know / refused answer)

FAID_IMP 2:57

|__|

LOWEST VALUE = 1

23. availability of on-campus child care services
(1=not important, 5 =very important)
(9=don't know / refused answer)

CHLD_IMP 2:58

|__|

LOWEST VALUE = 1

24. Would you prefer to take courses on-campus...

ONC_FMT 2:59

(CHECK ONLY ONE ANSWER)

|__| 1. Yes
|__| 2. No
|__| 3. (Don't Know / Refused Answer)

25. off-campus...

OFFC_FMT 2:60

(CHECK ONLY ONE ANSWER)

|__| 1. Yes
|__| 2. No
|__| 3. (Don't Know / Refused Answer)

26. through television telecourses...

TV_FMT 2:61

(CHECK ONLY ONE ANSWER)

|__| 1. Yes
|__| 2. No
|__| 3. (Don't Know / Refused Answer)

27. on cassette tapes?

CAS_FMT 2:62

(CHECK ONLY ONE ANSWER)

|__| 1. Yes
|__| 2. No
|__| 3. (Don't Know / Refused Answer)

28. Would you prefer to take courses during...
(USE SPACEBAR TO CHECK ALL ANSWERS THAT APPLY, THEN PRESS ENTER)

DAY_EVE 2:63-65

(CHECK ALL THAT APPLY)

|__| 1. the day.
|__| 2. the evening.
|__| 3. the weekends.

29. Which is your primary reason for attending college?
(PLEASE READ ALL CHOICES)

REASON 2:66

(CHECK ONLY ONE ANSWER)

|__| 1. to improve employment and career opportunities (GO TO QUESTION 31)
|__| 2. for personal enrichment (GO TO QUESTION 31)
|__| 3. to maintain a certificate or license (GO TO QUESTION 31)
|__| 4. to improve reading, writing or math skills (GO TO QUESTION 31)
|__| 5. to obtain a GED - high school equivalency degree

(GO TO QUESTION 31)
|__| 6. Other

30. What is your reason for attending college?
OTHREAS 3:1-30

_____

_____

_____

31. Have you decided what your major will be?
MAJOR 3:31

(CHECK ONLY ONE ANSWER)

|__| 1. Yes
|__| 2. No (GO TO QUESTION 33)

32. What will be your major course of study?
MAJOR_D 3:32-46

|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|

33. On a scale of 1 to 5, 5 being most important, how important are the following factors in choosing a major?
interest in subject matter...
(9=DON'T KNOW OR REFUSED ANSWER)
SUBJ_MAJ 3:47

|__|

LOWEST VALUE = 1

34. availability of jobs in this field...
(1=not important, 5 =very important)
(9=DON'T KNOW OR REFUSED ANSWER)
AVAL_MAJ 3:48

|__|

LOWEST VALUE = 1

35. the average salary for jobs in this field...
(1=not important, 5 =very important)
(9=DON'T KNOW OR REFUSED ANSWER)
SAL_MAJ 3:49

|__|

LOWEST VALUE = 1

36. Have you decided upon the occupation you would like after you've completed your studies?

DEC_OCC 3:50

(CHECK ONLY ONE ANSWER)

|__| 1. Yes
|__| 2. No (GO TO QUESTION 38)

37. What type of occupation will you be pursuing?

TYPE_OCC 3:51-65

|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|

38. Have you ever attended Riverside Community College?

AT10DRCC 3:66

(CHECK ONLY ONE ANSWER)

|__| 1. Yes
|__| 2. No (GO TO QUESTION 45)
|__| 3. (Don't Know / Refused Answer) (GO TO QUESTION 45)

39. On a scale of 1 to 5, with 5 being the highest, please rate your satisfaction with the following Riverside Community College services.
Registration Procedures...
(9=DON'T KNOW OR REFUSED ANSWER)

REG_SAT 3:67

|__|

LOWEST VALUE = 1

40. Fees...
(1=not satisfied, 5 =very satisfied)
(9=DON'T KNOW OR REFUSED ANSWER)

FEES_SAT 3:68

|__|

LOWEST VALUE = 1

41. Quality of Instruction...
(1=not satisfied, 5 =very satisfied)
(9=DON'T KNOW OR REFUSED ANSWER)

INST_SAT 3:69

|__|

LOWEST VALUE = 1

42. Counseling...
(1=not satisfied, 5 =very satisfied)
(9=DON'T KNOW OR REFUSED ANSWER)

COUN_SAT 3:70

|__|

LOWEST VALUE = 1

43. Range of Course Offerings...
(1=not satisfied, 5 =very satisfied)
(9=DON'T KNOW OR REFUSED ANSWER)

COUR_SAT 3:71

|__|

LOWEST VALUE = 1

44. Overall Satisfaction with RCC.
(1=not satisfied, 5 =very satisfied)
(9=DON'T KNOW OR REFUSED ANSWER)

TOTL_SAT 3:72

|__|

LOWEST VALUE = 1

45. Would you attend college if evening or weekend classes were offered?

DAY_EVE2 3:73

(CHECK ONLY ONE ANSWER)

|__| 1. Yes
|__| 2. No
|__| 3. (Don't Know /Refused Answer)

46. What is the highest education level you have attained?
(Please do not read responses)

HIGHED 3:74

(CHECK ONLY ONE ANSWER)

|__| 1. did not receive high school diploma
|__| 2. high school diploma or equivalent degree
|__| 3. some college, but no degree
|__| 4. vocational certificate or AA college degree (GO TO QUESTION 52)
|__| 5. BA/BS university degree (GO TO QUESTION 52)
|__| 6. Graduate school or higher (GO TO QUESTION 52)
|__| 7. Don't Know/Refused Answer (GO TO QUESTION 52)

47. (IF THE PERSON HAS SAID THEY PLAN TO ATTEND COLLEGE GO AHEAD AND CHECK 'YES', IF NOT THEN ASK QUESTION)
Please refresh my memory:
Were you planning to attend any college or school in the coming three years?

REFRESH 3:75

(CHECK ONLY ONE ANSWER)

|__| 1. Yes (GO TO QUESTION 50)
|__| 2. No
|__| 3. (Don't Know / Refused Answer)

48. Please agree or disagree with the following statements.
I would like to start a new career.

NUCAREER 3:76

(CHECK ONLY ONE ANSWER)

|__| 1. Agree
|__| 2. Disagree
|__| 3. (Don't Know/Refused Answer)

49. Someday, I would like to go to college.

FUTRCOLL 3:77

(CHECK ONLY ONE ANSWER)

|__| 1. Agree
|__| 2. Disagree (GO TO QUESTION 52)
|__| 3. (Don't Know/Refused Answer)

50. Would you like information on any of the
following topics.
(USE SPACEBAR TO CHECK ALL ANSWERS
THAT APPLY, THEN PRESS ENTER)

INFO 3:78-80

(CHECK ALL THAT APPLY)

|__| 1. how to apply for admission to RCC?
|__| 2. what you can study at RCC?
|__| 3. financial aid availability at RCC?

IF (#50 @ 1 OR #50 @ 2 OR #50 @ 3) GO TO #51

SKIP TO QUESTION 52
==========

51. May we have your name and mailing address
so that we can send you materials on RCC?

MAILING 4:1-75

_____

_____

_____

52. Riverside Community College is trying to accomplish a
variety of different objectives. On a scale from 1 to 5,
with 1 being "not important" and 5 being "very important",
Please rate each of the following objectives :
general education to receive an AA degree...
(9=DON'T KNOW OR REFUSED ANSWER)

AA_OBJ 4:76

|__|

LOWEST VALUE = 1

53. transfer students to 4-year university...
(1=not important, 5 =very important)
(9=DON'T KNOW OR REFUSED ANSWER)

TRAN_OBJ 4:77

|__|

LOWEST VALUE = 1

54. vocational or occupational education...
(1=not important, 5 =very important)
(9=DON'T KNOW OR REFUSED ANSWER)

OCC_OBJ 4:78

|__|

LOWEST VALUE = 1

55. remedial, developmental, or basic skills education...
(1=not important, 5 =very important)
(9=DON'T KNOW OR REFUSED ANSWER)

REMD_OBJ 4:79

|__|

LOWEST VALUE = 1

56. How would you describe your general impression of Riverside Community College?

RCC_IMPR 4:80

(CHECK ONLY ONE ANSWER)

|__| 1. very favorable
|__| 2. favorable
|__| 3. neutral, no opinion (GO TO QUESTION 58)
|__| 4. unfavorable
|__| 5. very unfavorable

57. What aspects of RCC led you to this impression?

RCCIMP_D 5:1-50

_____

_____

_____

58. Now I'd like to ask you some questions about yourself. What age group do you fall into?

AGE 5:51

(CHECK ONLY ONE ANSWER)

|__| 1. 18-21
|__| 2. 22-25
|__| 3. 26-34
|__| 4. 35-49
|__| 5. 50 and over
|__| 6. (Don't Know/Refused Answer)

59. (ASK THIS QUESTION ONLY IF YOU CANNOT DISCERN THE PERSON'S SEX)
Are you

SEX 5:52

(CHECK ONLY ONE ANSWER)

|__| 1. Male?
|__| 2. Female?
|__| 3. (Refused Answer)

60. Which ethnicity describes you?

ETHNIC 5:53

(CHECK ONLY ONE ANSWER)

|__| 1. American Indian (GO TO QUESTION 62)
|__| 2. Asian-American (GO TO QUESTION 62)
|__| 3. Black (GO TO QUESTION 62)
|__| 4. White (GO TO QUESTION 62)
|__| 5. Hispanic (GO TO QUESTION 62)
|__| 6. Filipino (GO TO QUESTION 62)
|__| 7. Pacific Islander (GO TO QUESTION 62)
|__| 8. (Don't Know / Refused Answer) (GO TO QUESTION 62)
|__| 9. Other

61. What ethnicity describes you?

OTHR_ETH 5:54-68

|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|

62. Are you currently

MARITAL 5:69

(CHECK ONLY ONE ANSWER)

|__| 1. Single, never married
|__| 2. Married
|__| 3. Divorced
|__| 4. Other
|__| 5. (Don't Know/Refused Answer)

63. What is your current employment status?

EMPLOY 5:70

(CHECK ONLY ONE ANSWER)

|__| 1. working less than 20 hours per week
|__| 2. working between 20 and 40 hours per week
|__| 3. working over 40 hours per week
|__| 4. not currently employed
|__| 5. (Don't Know/Refused Answer)

64. What is your annual household income?

INCOME 5:71

(CHECK ONLY ONE ANSWER)

|__| 1. Under $15,000
|__| 2. Between $15,000 and $30,000
|__| 3. Between $30,000 and $50,000
|__| 4. Between $50,000 and $75,000
|__| 5. Over $75,000
|__| 6. (Don't Know/Refused Answer)

65. Including yourself, how many people live in your household?
(enter 99 if refused/don't know answer)

SIZE 5:72-73

|__|__|

66. Including yourself, how many people in your household currently attend RCC?
(enter 99 if refused /don't know answer)

RCCMANY 5:74-75

|__|__|

67. Including yourself, how many people in your household are planning to attend RCC within the next three years?
(enter 99 if refused /don't know answer)

RCCPLAN 5:76-77

|__|__|

68. What city do you live in?
(DO NOT READ CHOICES)

CITY 5:78

(CHECK ONLY ONE ANSWER)

|__| 1. Riverside (GO TO QUESTION 70)
|__| 2. Moreno Valley (GO TO QUESTION 70)
|__| 3. Norco (GO TO QUESTION 70)
|__| 4. Corona (GO TO QUESTION 70)
|__| 5. Other (CHOOSE IF NOT ONE OF THE ABOVE CATEGORIES)
|__| 6. Don't Know/Refused Answer (GO TO QUESTION 70)

69. Please enter the respondent's city name.

CITY_OTH 6:1-15

|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|

70. What is your zip code?

ZIP 6:16-20

|__|__|__|__|__|

SKIP TO QUESTION 73

71. Is there a better time to continue this interview?

MIDQUIT 6:21

(CHECK ONLY ONE ANSWER)

|__| 1. Yes (GO TO QUESTION 4)
|__| 2. No (GO TO QUESTION 73)

72. I'm sorry, but this survey is for households only.

PRE_GBYE

Please press ENTER to continue

73. Thank you for your cooperation. Good-bye. (PLEASE HANG UP THE PHONE NOW)

GOODBYE

Please press ENTER to finish

74. Enter your two initials to be properly credited for this interview.

CALLERID 6:22-23

|__|__|

75. Time survey ended...

ENDTIME 6:24-28

|__|__|__|__|__|

76. How cooperative would you rate this respondent?

COOPRTV 6:29

(CHECK ONLY ONE ANSWER)

|__| 1. Very cooperative
|__| 2. Cooperative
|__| 3. Not cooperative

77. Ease of understanding respondent

COMMUNIC 6:30

(CHECK ONLY ONE ANSWER)

|__| 1. Good (GO TO QUESTION 80)
|__| 2. Fair
|__| 3. Poor

78. Was fair or poor understanding due to language problems?

LANGPROB 6:31

(CHECK ONLY ONE ANSWER)

|__| 1. Yes
|__| 2. No (GO TO QUESTION 80)

79. What language did the respondent speak?
(use your best guess)

WHATLANG 6:32-46

|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|__|

80. Get ready for your next interview.

THATSALL

Press ENTER to continue....